

FLORIDA STATE COLLEGE AT JACKSONVILLE

COLLEGE CREDIT COURSE OUTLINE

COURSE NUMBER:	FSS 1100
COURSE TITLE:	Menu and Marketing Management
PREREQUISITE(S):	FSS 1221
COREQUISITE(S):	None
CREDIT HOURS:	3
CONTACT HOURS/WEEK:	3
CONTACT HOUR BREAKDOWN:	
Lecture/Discussion:	3
Laboratory:	
Other _____:	
FACULTY WORKLOAD POINTS:	3
STANDARDIZED CLASS SIZE ALLOCATION:	25
CATALOG COURSE DESCRIPTION:	
<p>Students will acquire knowledge and demonstrate skills in menu planning, costing and pricing menu items, and designing menu format. The course will utilize effective merchandising methods in food display, advertising, and interior decorating and emphasizes positive public relations techniques.</p>	
SUGGESTED TEXT(S):	<u>Management by Menu</u> , Kotschevar, Lendal. Chicago, NIFI, 1975 (or latest ed.)
IMPLEMENTATION DATE:	November 14, 1987
REVIEW OR MODIFICATION DATE:	Fall Term, 1993 (941) Fall Term, 2002 (20031) Fall Term, 2003 (20041) Fall Term, 2008 (20091) - Outline Review 2007

COURSE TOPICS	<u>CONTACT HOURS PER TOPIC</u>
I. Introduction	2
A. Definitions	(1)
B. Techniques	(1)
II. Menu Design Merchandising	33
A. Basic Principles	(2)
B. Comparisons	(2)
C. Underlying Factors	(2)
D. Static, Cycle, Daily Menus	(3)
E. Menu Design Mechanics	(5)
F. Institutional Menus	(4)
G. Commercial Menus	(4)
H. A La Carte vs. Table D'Hote	(2)
I. Drafting a Menu	(3)
J. Costing a Menu	(6)
III. Advertising	10
A. Purposes	(2)
B. Mechanics	(2)
C. Public Relations Publicity	(3)
D. Customer Relations	(3)

STUDENT COMPETENCIES

After instruction, the student will be able to:

1. Develop menus for food service facilities, institutional and commercial.
2. Display and merchandise food in an appetizing manner.
3. Determine profit percentage through costing menu items.
4. Prepare media merchandising materials for a food service facility.
5. Analyze techniques of good public relations and customer relations.

PROGRAM TITLE: Culinary Management
COURSE TITLE: Menu and Marketing Management
CIP NUMBER: 0620.040100 (AAS) 1620.040100 (AS)

LIST PERFORMANCE STANDARD ADDRESSED:

NUMBER(S): TITLES(S):

04.0 IDENTIFY ECONOMIC & MARKETING PRINCIPLES--The student will be able to:

- 04.01 Explain concept "supply and demand."
- 04.02 Explain concept of price.
- 04.03 Explain relationship between government and business.
- 04.04 Explain concept of private enterprise and business ownership.
- 04.05 Explain concept of profit.
- 04.06 Explain concept of risk.
- 04.07 Explain concept of competition.
- 04.08 Explain concept of productivity.

13.0 PLAN AND MAINTAIN PURCHASING AND RECEIVING PROCEDURES--The student will be able to:

- 13.01 Identify sources of supply.
- 13.02 Evaluate products.
- 13.03 Negotiate payment terms with suppliers.
- 13.04 Establish and apply purchasing specification.
- 13.05 Prepare requisitions and transfers.
- 13.06 Check invoices against received goods.
- 13.07 Establish and apply stock rotation system.
- 13.08 Establish and apply stock inventory levels.
- 13.09 Record and price inventories.
- 13.10 Organize and maintain dry storage.
- 13.11 Organize and maintain cold storage.
- 13.12 Prepare tenders and contracts.
- 13.13 Negotiate service and maintenance contracts.
- 13.14 Obtain credits on invoices.

